RIF NEWSLETTER

READING IS FUNDAMENTAL, INC.
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SPRING/SUMMER 1986

Reading Celebrated Across the U.S.A.; Two Winning Youngsters Visit the Capital

RIF Salutes Private Sector For Support

WASHINGTON, D.C.—Since the Ford Foundation helped give RIF its start 20 years ago, the business community has worked well with RIF, bringing children and books together, Ruth Graves, RIF's president, said.

The private sector support has enabled RIF to be the service center for the 3,100 local projects; act as a clearing house for information on reading motivation; respond to thousands of inquiries from the public each year; expand RIF's parent services, including workshops and guidance literature to help parents encourage reading; and act as a spokesman for literacy.

Among the corporations, foundations and organizations that have provided long-term support to RIF are the following:

Atlantic Richfield Foundation, AFL-CIO, Allied Foundation, American Telephone & Telegraph Foundation, Bristol-Myers Fund, Inc., The Chase Manhattan Bank, Chesebrough-Pond's Inc., Chevron U.S.A., Inc., Ethyl Corporation.

Exxon Education Foundation, Ford Motor Company Fund, The General Electric Foundation, General Motors Foundation, Grace Foundation, Inc., International Business Machines, International Paper Company Foundation, Los Angeles Times, Metropolitan Life Foundation, NL Industries Foundation, National Home Library Foundation, New York Times Company Foundation, The Pfizer Foundation, Inc., Philip Morris Inc.

RCA Corporation, The Maurice Robinson Fund, Rockwell International Corporation Trust, Santa Fe Southern Pacific Foundation, Sun Company, Inc., Tenneco, Inc., Texaco Philanthropic Foundation, Time Inc., Times Mirror Foundation, Union Carbide Corporation.

Metropolitan Life, Hallmark Cards Will Sponsor RIF Events

WASHINGTON, D.C.—Two large corporations are sponsoring two major Reading Is Fundamental programs this year—the "In Celebration of Reading" program and the RIF Poster Contest.

Metropolitan Life Foundation, which has been a generous contributor to RIF for the past ten years, will take over from the National Home Library Foundation and underwrite "In Celebration of Reading." A six-year-old youngster from Council Bluffs, Iowa, Christopher Andrews, was named Reader of the Year in 1986.

Hallmark Cards, Inc., will once again sponsor the poster contest initially devised for RIF's 20th anniversary. A total of 350,000 youngsters participated in it. Cindy Bergman, 7, of Stamford, Conn., turned in a poster of her mother reading in the bathtub and won the contest.

Circus, RIF Join Forces to Push Reading

NEW YORK, N.Y.—Ringling Bros. and Barnum & Bailey Circus and Reading Is Fundamental (RIF) have joined forces to promote reading through a program called "Ringling Readers"—a new campaign to highlight the importance and fun of reading. As the circus tours the country, RIF youngsters in more than 80 cities will participate in the campaign.

The program was launched at the Lincoln Center Library for the Performing Arts on April 18. And what a launching! Some 300 RIF youngsters from the Greater Manhattan area met in the library gallery, having first been greeted on the street by Targa, a circus elephant. Clowns "ran" the elevators, and on arrival, the youngsters emerged laughing.

As they came in, circus dancers, unicyclists from the King Charles Troupe, and more clowns greeted them, shaking hands, spinning about, performing gymnastics, and in general, delighting the children.

Master of ceremonies was Ringmaster Jim Ragona, in top hat and swallowtail coat of blue sequins. The program started with brief remarks by Allen J. Bloom, senior vice president, marketing and sales, of Ringling Bros. and Barnum & Bailey Circus, and RIF's president, Ruth Graves, on the importance of get-

Continued on page 2.

Girl, 8, and Boy, 6, Are Featured On NBC's 'Today'

WASHINGTON, D.C.—Two winners came to Washington this spring: a girl from Connecticut and a boy from Iowa.

The girl is Cindy Bergman, 8, who won the RIF poster competition in which 350,000 youngsters participated. She won with a drawing of her mother reading a book in the bathtub. "She's comfortable there," Cindy says. One of the judges, the well known author and artist Tomie dePaola, said of the drawing, "This is sophisticated."

Cindy attends the Rogers Elementary School in Stamford, Conn.

Christopher Andrews, 6, is 1986's RIF Reader of the Year. He is a freckle-faced, blue-eyed youngster who has a passion for the sea that he has never seen. He lives in Council Bluffs, Iowa, but he reads about the ocean, and particularly about whales. Clocked by his parents, he read four hours and 15 minutes, beating the time set for him, and enjoying every book about whales he could find. (There were quite a few.) He attends the DeForest Elementary School and was the youngest in the school to participate.

Shy Winner

Chris's name, along with those of other RIF readers from across the nation, had been placed in a large cannister. The child's name

Continued on page 6.

Secretary of Education William Bennett speaking at the Reading Is Fun Week celebration in Washington, D.C. Bennett's dry humor amused the children—and the adults, including (left to right) Mrs. Ruth Graves, RIF president, Mrs. Elliot Richardson, RIF chairman, and Mrs. George Bush, a member of the RIF board of directors.— Photo by Dolores Neuman

Education Secretary And Mrs. Bush Attend Ceremony

WASHINGTON, D.C.—Reading Is Fun Week (April 20–26) was celebrated here on the mall in front of the Capitol. Under a yellow-and-white tent, more than 300 children from various schools in the District of Columbia, Virginia and Maryland attended the ceremonies, listened to the speeches, watched two youngsters be honored for their achievements, watched some nifty entertainment and then chose their books and let go of their balloons.

It was a full morning.

A heavy rain delayed the arrival of some of the youngsters, but within half an hour of the ceremonies' start, the tent was jammed to the edges, with happy children—listening, watching, participating, laughing, applauding.

RIF chairman Mrs. Elliot Richardson opened the ceremonies, introducing Mrs. George Bush, a member of the RIF board. Mrs. Bush called to the platform two youngsters—Cindy Bergman, winner of RIF's 20th anniversary poster contest, and Christopher Andrews, RIF Reader of the Year—to introduce them and honor them.

Then Secretary of Education William Bennett made a speech that delighted the youngsters and rallied an enthusiastic response. He asked questions; they responded. Everyone had a good time.

Next came the Ringling Bros. and Barnum & Bailey Circus clowns followed by the Library Theater Group. That made it a full morning, but there was more to come as RIF president Ruth Graves took charge and the youngsters queued up to choose their books. Then, in spite of the rain, they ran out onto the mall to let their balloons, messages attached, sail into the rainy sky. The balloons defied the rain. They rose.

Around the Country

Around the country, RIF projects held Reading Is Fun Week celebrations, many of them awarding individuals or organizations the Margaret McNamara Certificate of Merit.

Among those honored this year was Jennifer Eldert in Gilman, Ill., for so generously giving her time to the RIF program. For the past five years she has helped raise funds, selected RIF books, planned themes and costumes, and decorated for RIF day, reports the *Leader Review*, a local paper. "She has helped with almost every RIF distribution to bring some 5,172 books to 1,724 students," the report adds.

At the Craneville School in Dalton, Mass., the goal was for each child to read, in one week, 20 hours to celebrate RIF's 20th birthday. Cynthia McAdoo reports that a total of 1,544 hours was read by Craneville students in one week. Winners for each grade level were given gift certificates from a local bookstore. A letter to Ms. McAdoo from Frederick D. Moran, principal, said, "Since RIF began at Craneville School, it has encouraged our children to read and appreciate reading beyond their previous levels. This goal alone

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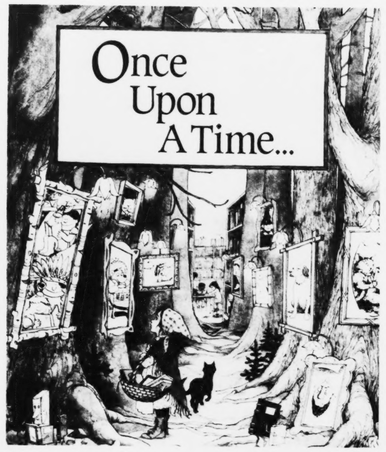


At the right is the captivating cover of the Putnam book "Once Upon a Time," which will be published in October to mark RIF's 20th birthday. The cover was created by Trina Schart Hyman.

Putnam Publishing Children's Book, Giving RIF Profits From Sale

NEW YORK, N.Y.—The Young Readers Division of the Putnam Publishing Group will publish a remarkable volume entitled "Once Upon a Time," to celebrate RIF's 20 successful years of getting books to America's children. All profits from the book will be donated to RIF by Putnam.

"Once Upon a Time" is a richly-illustrated, full-color volume that vividly brings to life the childhood memories of some of the most distinguished writers and artists in the field of children's literature. The book is unique in that most of the stories, poems and pictures were created especially for "Once Upon a Time" and all were donated by the authors and artists to benefit the RIF program.

"We can think of no more appropriate way to mark RIF's 20th anniversary than a book that so beautifully evokes the magic of childhood and reading," Mrs. Graves said.

'Labor of Love'

"Children and adults alike will treasure 'Once Upon a Time' for many years to come. This is truly a labor of love," she added, referring to the artists' and writers' donation of their work to RIF.

Mrs. Graves expressed gratitude to Tomie dePaola, whose suggestion was the inspiration for the publication, and to Margaret Frith, publisher and vice-president of The Putnam Young Readers Group, for the vital role she played in shaping the contents and design of "Once Upon a Time."

The book brings together many of the great writers and artists in contemporary children's literature. They include Natalie Babbitt, Stan and Jan Berenstain, Barbara Helen Berger, Judy Blume, Ashley Bryan, Beverly Cleary, Tomie dePaola, Leo and Diane Dillon, Jean Fritz, M.B. Goffstein, Edward Gorey, Virginia Hamilton.

Also, Jamake Highwater, Trina Schart Hyman, Stephen Kellog, Myra Cohn Livingston, Arnold Lobel, James Marshall, Katherine Paterson, Jack Prelutsky, Maurice Sendak, Dr. Seuss, Shel Silverstein, Margot Tomes, Jim Trelease, Tasha Tudor, Ed Young.

"Once Upon a Time" is scheduled for publication in October 1986, in hardcover and paperback editions.

Scholastic Holds RIF Conference

PHILADELPHIA, PA.—RIF coordinators from across the country had the opportunity to come together and share their projects' best ideas at a brunch held by Scholastic, Inc., to mark RIF's 20th anniversary.

Richard Robinson, president of Scholastic and son of the company's founder, the late Maurice (Robby) Robinson, was host at the brunch, which took place during the International Reading Association meeting held here in April.

About 120 attended, including 80 RIF volunteers attending the convention, RIF board members Kay Lumley and Jean Sisco, and staff members of Scholastic, Inc., and RIF.

In her opening remarks, RIF President Ruth Graves saluted the volunteers as a vital ingredient of the RIF program. An informal survey revealed that about 80 volunteers had been with RIF for five years or longer; seven of these had been in the program more than 10 years.

Mrs. Sisco, longtime RIF board member, spoke of the volunteers' grassroots literacy efforts as being a key factor in the remarkable growth of the RIF program. Mrs. Lumley and Barbara Atkinson, who has been with Reading Is Fundamental since its inception and is Director of Supplier and Organizational Relations, both talked about the early days of the program and what it was like to work with Mrs. Robert S. McNamara, RIF's founder.

Moderator

Moderator for the discussion that followed was Mary Chor of RIF Program Services. Referring to the friendly spirit of the meeting, Ms. Chor said that the atmosphere was "more like that of a family reunion than a professional convention."

Then the gathering broke up into small impromptu discussions in which volunteers exchanged—first in pairs, then in foursomes, and finally in groups of eight—their best ideas on a range of subjects: fundraising, choosing books, and ways to motivate reading.

Highlights of these discussions were then shared with the entire gathering as each group chose a table and rejoined the others for brunch. In the open discussion that followed, the audience was inspired by the volunteers' creativity and commitment, as volunteers told stories about the effect that RIF has had on particular children.

Afterwards, everyone agreed that the discussion had provided a sense of renewal among volunteers and an anticipation of similar exchanges in the future.

Robinson, in his concluding remarks, noted the enthusiastic response and said he looked forward to repeating the event next year during the IRA convention in Anaheim.

Congress Asks President for Proclamation

WASHINGTON, D.C.—A joint Congressional resolution was passed requesting President Reagan to issue a proclamation on National Reading Is Fun Week, April 20–26. Thirty-three Senators and 226 Representatives co-sponsored the resolution.

Introduced by Sen. Mark Hatfield (R–Ore.) and Rep. Silvio Conte (R–Mass.), the resolution also asked that the President call upon federal, state and local government agencies and all citizens "to observe the week with appropriate programs, ceremonies and activities."

Many RIF volunteers had written to their Senators and Representatives urging them to pass the joint resolution which, noting that "reading for pleasure contributes to the development of lifelong reading and learning skills," warned that "lack of those skills is a pervasive and destructive force in America, and millions of adults cannot read well enough to function in our society."

The resolution also said that "it is essential that the 66 million youngsters under the age of 18 in America grow up reading if they are to be literate informed adults."

The resolution also said that "National Reading Is Fun Week has been and will continue to be a nationwide literacy effort encouraging millions of young people to read."

Alpha Kappa Omega Reports on Photographs

HOUSTON, TEX.—The Alpha Kappa Omega Chapter reports that a display of photographs showing the RIF program was on display at the Alpha Kappa Alpha Sorority's national office in Chicago and that other photographs of the program were shown at the Women's National Convention in Nairobi, Kenya.

Literacy Award Given to Mrs. Graves

NEW YORK, N.Y.—On January 24, 1986, Reading Is Fundamental was presented with the Manhattan Council's prestigious Literacy Award in recognition of RIF's outstanding contribution in the field of reading and literacy. The award marked the beginning of RIF's celebration of its 20th anniversary year.

Bobbye Goldstein, honorary president of the Manhattan Reading Council, presented the award to Ruth Graves, RIF president, during a ceremony at the Pope Auditorium at Fordham University.

The audience included librarians, reading specialists, principals, curriculum planners, publishers, and parents.

Ms. Goldstein helped get RIF started in New York City about 19 years ago. She is founder of the Parents Reading Council and does workshops for parents across the country.

Circus and RIF Join Forces

Continued from page 1.

ting young children into books, not only for information but also for sheer pleasure.

'3 Rings of Fun'

The highlight of the day was a 25-minute presentation called "Reading Is Three Rings of Fun," in which circus clowns involved youngsters in reading adventures that showed how reading is the key to thinking, laughing, growing, wondering, and imagining.

After the presentation, the clowns prepared to escort children to tables loaded with books, but there was a slight delay. The delay involved Peggy the Bear, a two-year-old, light brown bear carrying a book bag and looking over the books. Once she had made a choice of two, with her teeth, the children got to choose theirs.

In its "Day by Day" feature, *The New York Times* described the visit as an event "that had 300 children laughing their shoes off." It quoted RIF President Ruth Graves who remarked that "teaming with the circus was a natural.... We're both trying to reach children."

The program "Reading Is Three Rings of Fun" was also presented to RIF youngsters attending RIF's 20th anniversary festivities on the Smithsonian Mall.

Ringling Bros. and Barnum & Bailey Circus launched its nationwide program called "Ringling Readers" at Lincoln Center's Library for the Performing Arts in New York City. During the RIF book distribution following the kick-off event, Peggy the Bear, honored with first choice, had her nose deep in books. After that, the clowns joined in as youngsters chose the books they liked best.
—Photos by Scott McKiernan, Timothy White

James Curvey Urges Business To Adopt RIF

BOSTON, MASS.—James C. Curvey, a member of the RIF Advisory Council, is offering advice on RIF to corporations in the Boston area.

Mr. Curvey sees RIF as "a striking example of how private enterprise and grassroots community involvement can be harnessed to attack fundamental problems."

In a brochure entitled "Reading Is Fundamental Programs for the Corporation," Mr. Curvey points out that three years ago, Fidelity Investments made a top-level commitment to the goals of an "unusual non-profit corporation called RIF" which is "dedicated to creating a literate American citizenry."

Explaining what RIF does and how it does it, the brochure also tells that Fidelity Investments, which employs more than 2,000 individuals, decided to hold book distributions for the children of its own employees. The "experiment," as it was then called by Fidelity, "was an unqualified success."

"At Fidelity," Mr. Curvey says, "we love a long-term investment that also pays current dividends. In good will and employee satisfaction alone, our Reading is Fundamental program has paid for itself many times over. We were especially pleased to see broad employee participation, cutting across distinctions of level and department."

"We'll help you get started," the brochure concludes. "RIF can serve your company's employees, your local community, or a children's institution of your choice. Whichever you decide, Fidelity's RIF Outreach Committee would like to help you get started. We'll share our experience and our detailed 'how-to' plans to help make your RIF program as successful as Fidelity's has been."

Montana Third Graders Win Set of Books

HOT SPRINGS, MONT.—Third graders in Hot Springs School won a set of books by reading 173 hours and 21 minutes, longer than any other class in the school. The books were presented to Alice Kump, the teacher, by principal Jay Erchul.

Project Tells How It Aided Local Schools

ALLENTOWN, PA.—The Allentown Jaycees firmly believe that Reading Is Fundamental is a program that helps improve the quality of education in the local schools.

Enos Martin says, "We believe the program helps the students improve a skill which is very important to their future success in life. We hope with additional support we can continue the program and expand it to help even more children."

Books are distributed to each 3rd-, 4th-, and 5th-grade student, including special education groups in both the public and parochial schools. The project serves between 3,500 and 4,000 students each year, and has been doing so for 11 years.

Each year, the Jaycees receive nearly $4,000 in contributions from local businesses and organizations, and with the $8,000 received from RIF, the Allentown project is the second largest in Pennsylvania.

The project began on a small scale in 1975, distributing five books to each of the 60 3rd-grade students at Herbst Elementary School. The first distribution was so successful that the Jaycees committed themselves to expanding the program to what it is today.

In the previous 10 years, more than 100,000 books have been chosen by the students.

Rotary Club of Jamaica Sponsors Contest

NEW YORK, N.Y.—The J.F.K. Rotary Club of Jamaica, Queens, sponsored an essay contest for RIF students on "How Books Are My Best Friends" in District 27.

There are 35 schools in the district, with 29 elementary, one intermediate and five junior high schools.

The winner was an 11-year-old, David Spitzkoff, of P.S. 232 in Howard Beach. He won $600 worth of books for the school, and 11 that he could keep for himself.

Kenneth Sobel, of the Rotary Club, was in charge of the competition.

At the Washington celebration, Mrs. George Bush presented the youngsters with plaques on their accomplishments. With them (from left) are Mrs. Charles Andrews and her husband, parents of Chris, the RIF Reader of the Year, Mrs. Bush, Mrs. Elliot Richardson, Michael Thorpe, poster-winner Cindy Bergman's grandfather.

Winning Posters Are Now on Tour

WASHINGTON, D.C.—The top 49 posters, plus the winning poster, created for the 20th anniversary of Reading Is Fundamental, will start on tour this spring.

The 49 posters were chosen from 350,000 submitted by youngsters in RIF projects throughout the country.

They will be shown at the National Zoological Park in Washington, D.C., April 27–May 8; at the American Booksellers Convention and Trade Exhibit in New Orleans, May 24–27; at the Miami Youth Museum, September 14–October 17.

The posters will be exhibited in Washington during the month of November. A location has yet to be determined. November marks RIF's 20th birthday.

'Uncle Jake' Charms Class At Oak Ridge

OAK RIDGE, N.C.—"Uncle Jake" Harris was at the Oak Ridge Elementary School. At age 82, he has just recently stopped doing head stands and other physical tricks. But he knew very well how to engage a class of fourth-graders who were treated to the old gentleman's historical hodgepodge.

He had been invited to a RIF distribution and there he was, enchanting the youngsters as he told them about his antique collection. His business is used furniture. He had brought with him a number of items, and he encouraged the children to touch them—old books and trade logs, helmets and spears, old capes and hats. He stressed the importance of learning history to avoid repeating its mistakes and he accompanied his display of World War I memorabilia with a short summary of the assassination of the Prince of Serbia.

Mr. Harris, who went into the retail clothing business during the Depression, told the youngsters that he has been collecting antiques ever since. Two discarded lamps, for which he had paid $5, brought him $55 when he sold them. He learned later that the man who bought them sold them for $1,500.

Mr. Harris began to read up on antiques. "Read up, read up," he urged the youngsters. "It's amazing what you can learn—and earn."

RIF Project Done In Two Languages

WASHINGTON, D.C.—At the James F. Oyster Bilingual Elementary School, the headline reads, "RIF stimulates reading, in English and in Spanish."

RIF coordinator Kathleen T. Thomas says, "If you enjoy 'Little Red Riding Hood,' you might pick 'Caperucita Rosa' instead; Charlie Brown is just as funny when he is Carlitos; 'Choose Your Own Adventure' tales thrill students as 'Elige Aventura.'"

She adds, "RIF distribution days at Oyster have become language feasts and festivals. Each collection of books contains new and old favorites in both languages, to the delight of recent immigrants just learning English, as well as native, English-speaking students learning Spanish as a second language."

Although finding the Spanish-language books may be difficult at times, she says that "the extra searching is well worth the effort when it affords students the opportunity to have materials they might never receive otherwise."

Clorox Coupon Raises Money For RIF

WASHINGTON, D.C.—A check for $30,000 was presented to RIF at its spring board meeting by Linda de Sosa, an official for the Clorox Company. The check was the result of a Clorox 2 promotion created by Mrs. de Sosa.

RIF chairman Mrs. Elliot Richardson and RIF president Mrs. Ruth Graves, accepting the check on behalf of RIF, thanked Mrs. de Sosa for her role in making RIF the beneficiary of this unique promotion.

The program included a national cents-off coupon describing RIF. For every coupon redeemed, Clorox 2, the all fabric bleach, donated 10 cents, up to $30,000, to RIF.

"We had never tied in with a non-profit organization," Mrs. de Sosa told RIF board members. "Throughout the country, stores were very excited about the idea of helping to encourage reading and supporting RIF."

With the national program underway, Clorox 2 brought the promotion "closer to home" in Oakland, Calif., Mrs. De Sosa said, choosing the Markham Elementary School for a one-time book distribution for 475 preschool through 4th-grade students.

"In addition," Mrs. De Sosa says, "we helped the Oakland Library Association to start two after-school reading clubs where members who read 10 books will receive a second free book from Clorox."

At the distribution, Clorox urged parents and corporations to become involved in the local schools and their reading programs—and in Reading Is Fundamental.

"The national sales promotion and local book distribution received extraordinary support and positive response," Mrs. De Sosa says. "It has been very exciting to be able to meld the interests of a corporation with the needs of the nation's children. And to think that it all started because of my four-year-old's love for reading."

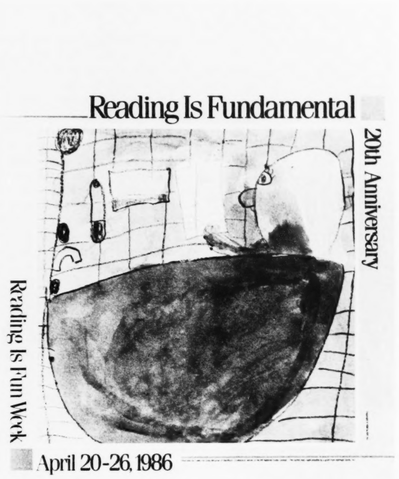
Linda de Sosa, Clorox official, at the Markham Elementary School, Oakland, Calif., distribution. With her, reading "Kittens," is Mieka Claridy.

Snuggle, Kermit Love To Honor RIF in Fall

WASHINGTON, D.C.—Snuggle Fabric Softener, a Lever Brothers product, will throw a birthday party for RIF on November 24 in Washington, D.C.

For the past two years, Kermit Love and Snuggle the Bear have captivated RIF children in 18 cities with their charming presentations on the fun and value of reading. Love, of "Sesame Street," and Snuggle will be honoring Reading Is Fundamental for its 20 years of bringing the love of books to millions of youngsters.

The Winning Poster



Seven-year-old Cindy Bergman's prize-winning poster for the 20th anniversary of Reading Is Fundamental, a portrait of her mother reading in the bathtub. "She's comfortable there," says Cindy. The colors are primarily yellow and blue, with details of the tiles and the bathtub all there. Tomie de Paola, one of the three final judges, says the poster is "sophisticated."

RIF was asked by Warner Bros. to be the beneficiary of the premiere of "The Color Purple," the film made from the Pulitzer Prize-winning novel by Alice Walker. The premiere in New York City was attended by the film's stars, among them Whoopi Goldberg, and its producer/director Steven Spielberg, Ms. Walker, many of RIF's board members, and others like Bill Cosby and Barbara Walters. A dinner at the Hotel Pierre followed. Arriving at the theater were Arthur Ashe (top right), chairman of the event, with his wife, Jeanne, Mrs. Bryant Gumbel (left), co-chairman of the event, with her husband, "Today's" Bryant Gumbel. Also arriving was Mrs. Ruth Sulzberger Holmberg, who shared the co-chairman duties with Mrs. Gumbel. "We are most grateful to Mr. Ashe, Mrs. Gumbel, and Mrs. Holmberg for devoting so many hours and so much effort to making this event such a great success," says RIF Chairman Mrs. Elliot Richardson. "As a result, the RIF program has benefitted and we have made many new friends." In addition to Warner Bros., those underwriting the premiere were First Boston Corporation, Harcourt Brace Jovanovich, McGraw-Hill, Pocket Books/Simon & Schuster. More than 700 attended the premiere and the dinner.

Mrs. Richardson, Mrs. Graves Speak About RIF

WASHINGTON, D.C.—Mrs. Elliot Richardson, chairman of RIF, spoke at the Edcore conference held here by the International Paper Company Foundation in March, emphasizing that "like writing, reading is a developmental skill."

Edcore is a project promoting reading and writing, and Mrs. Richardson made the point that "studies have shown that youngsters who read for pleasure are better readers, and as reported by the National Assessment of Education Progress, there is a high correlation between children's reading achievement and the availability of reading materials in the home."

She added, "RIF is bringing kids and books together, making book magic happen, in most any setting where children gather; making it happen for wide-eyed preschoolers on up through self-conscious, high-school teenagers."

Mrs. Richardson was also the guest speaker at the Hartford (Conn.) *Courant's* Annual Volunteer Recognition Banquet in April, when *Courant* Editor and Publisher Michael J. Davies made a $500 contribution to RIF. In her speech, Mrs. Richardson praised the work of one of the Hartford RIF programs which, under the leadership of Marie Goff, is reaching 15,550 children.

In May, Ruth Graves, RIF president, spoke at the National Conference of Boys Clubs of America, held in Phoenix, Ariz. In talking about RIF to her audience, Mrs. Graves said, "I am happy to say that some of our earliest programs were in Boys Clubs and that now we have RIF programs operating in 38 Boys Clubs in 13 states."

The clubs reached more than 6,000 youngsters last year with more than 24,000 books.

1986 RIF Poster Available at $3 Each

WASHINGTON, D.C. — If you wish to order copies of the 1986 RIF poster, you can order them at $3.00 each from:
Reading Is Fundamental
Publications Department
600 Maryland Avenue, S.W.
Suite 500
Washington, D.C. 20024

'Tiger Basketball' Is Hays Theme

HAYS, KAN.—The youngsters flocked around the tables as if they were in a candy store and only had a dime to spend. They were seriously examining the goods on the tables—books.

It was a RIF distribution at the Jefferson Elementary School and the theme of the day was "Tiger Basketball." Several members of the Fort Hays State University basketball team were there to sign autographs. In addition to choosing the books they wanted and getting the autographs they wanted, the children were also given megaphones, donated by the university, and each received a bag of popcorn, furnished by parents. The megaphones were very popular. It was easy to tell; actually, it was easier to hear.

"We usually try to give the students a little treat when they come to pick up the books," Gary LeCount, principal, said. "Sometimes it's apples, sometimes popcorn, and sometimes even pencils." RIF coordinator Lila Montgomery said that parents and teachers were very helpful.

ABC and PBS Join in New Literacy Plan

WASHINGTON, D.C.—Reading Is Fundamental is one of more than 80 national support organizations involved in Project Literacy U.S. (PLUS), a joint project of the American Broadcasting Company (ABC) and the Public Broadcasting System (PBS).

The purpose of the program is to seek solutions to the illiteracy problem at the community level through the creation of local task forces across the U.S. and to increase public awareness through national and local television and radio programming. During the fall of 1986, both ABC and PBS plan to broadcast news, informational, and dramatic programs about this issue.

PLUS task forces are being set up by the local affiliates of the two broadcasting companies. RIF volunteers interested in playing a part in this literacy effort may wish to contact the ABC or PBS station in their communities. While the focus of PLUS is on adult illiteracy, local volunteers may want to talk about how a program such as RIF can help prevent illiteracy from gaining a foothold.

In recognition of RIF's success in motivating children to read, Bobbye Goldstein (left), honorary president of the Manhattan Reading Council, presents RIF president Ruth Graves with the Council's Literacy Award. Dorothy Feldman (center) is chairman of the Manhattan Council IRA Parents and Reading Conference where the award was presented.

RIF Across the Country

Arkansas

Worth of Program

PINE BLUFF—A letter from Francis J. Long, deputy superintendent of Pine Bluff Public Schools, talked about the "worth of the RIF program."

"Many teachers can tell of students who are now reading who could not do so before, and of students who have been motivated to read above their grade level," Mr. Long says. "Classroom activities have been enriched."

Parade March

ELDORADO—Students and teachers from the Yocum Elementary School marched in a parade from the school to the Union County Court House where RIF books were ready for them—and they were ready for the RIF books.

New Hampshire

Willing Parents

MERRIMACK—A report from Thorntons Ferry School, talking about the overall support of RIF at the school, says that reasons for this are clear, to wit, "Our children have shown increased interest in reading, library circulation is up, and our standardized reading scores are high."

In addition, the report says that parents are willing to give time to the program and to help raise funds for RIF. "Our RIF program has always been a source of pride and community involvement at Thorntons Ferry," the report says.

Virginia

In Miss Lawson's first grade at the Yorkshire Elementary School in Manassas, Clifford the Big Red Dog helped a lot during a recent distribution.

New Mexico

Appreciation

ALBUQUERQUE—At the Atrisco Elementary School, Joyce Saavedra decided on a book-writing activity to precede a RIF distribution. She reports that each class was read a book and then urged to use the author's pattern to write a story of its own.

"The method worked. The children discussed their ideas, came up with new characters and new events, and I typed their final results," she says. "The finished pages were then bound and the books are now in our school library. They are an extremely popular source of reading by all our students."

She adds, "I think the children have a better appreciation of the authors and illustrators of the RIF and library books."

Library Circulation

BERNALILLO—RIF is "a proven and effective tool to help students read," the Bernalillo Elementary School reports. "Library circulation has increased significantly. Students share and read books with members of their family."

Most important of all, the school says, there have been "significant gains in test results, and students' love for reading has grown."

Fifties in Taos

TAOS—For a week, young people at the Taos Children's Library celebrated the decade of the 1950s. They talked about Rock 'n' Roll, the "Laverne and Shirley" television program, Fifties food and finally, on Fifties Day (which was really RIF Day), the youngsters dressed in Fifties costumes.

They created the "Ingleside Soda Shop" and served Coke with some of the sixth-grade boys playing "soda jerks" and some of the girls dressed as "waitresses."

An old-fashioned juke box was rented and Fifties' songs were played. The project is sponsored by the Harwood Foundation.

Hat Day

ALBUQUERQUE—Teachers at the Wherry Elementary School at Kirtland Air Force Base East were given packets that covered the history of hats, how to make different hats, poems about hats, and a bibliography. That was all they needed, for the students took to the subject. As a result, Wherry had poems, songs, a play, stories, films, art and an exciting "Hat Day" that featured a parade with students wearing the hats they had made.

Missouri

Volunteer Award

KANSAS CITY—Jean Dunlap has been given the Eunice Shirley Award for Distinguished Volunteer Service for her work since October 1981 as the volunteer chairman for the Red Cross Pages of Fun program.

Pages of Fun, in partnership with RIF, serves 22 Kansas City public schools. In 1984–85, 8,525 children chose 33,532 books.

During her four years as chairman, Mrs. Dunlap has worked with more than 100 Pages of Fun volunteers; managed a yearly budget of more than $42,000; developed new systems of training and reporting; developed a broader selection of books for distribution.

Past 8 Years

POPLAR BLUFFS—Over the past eight years, the Altrusa Club has distributed more than 20,000 books through Reading Is Fundamental to youngsters in elementary school. "Everybody does participate and this is what the largest portion of our budget is—to buy these books," Mrs. Gleta Gorman, Altrusa president, said. "A lot of these children wouldn't have any books if it weren't for these distributions."

She added, "It really does something when you go down to one of the distributions. You see the children choose, and they do it so carefully, and you see the smiles on their faces. It is certainly worthwhile."

Halley's Comet

HALLSVILLE—Val Germann, president of Central Missouri Amateur Astronomers, came to a distribution at Hallsville School to talk about Halley's Comet. In addition, there were films on space and the theme of the distribution was "Blaze Your Own Trail."

BEAR Day

RAYTOWN—BEAR Day was a big day at the Robinson Elementary School distribution where some youngsters brought teddy bears, popular creatures. BEAR, of course, is an acronym for Be Excited About Reading. The children were.

Weather

ELSBERRY—Weatherman Bob Richards, of KSDK-TV, was a special RIF guest at the Clarence Cannon Elementary School where he met with all grades and explained how weather is forecast. Bringing with him a good supply of weather maps and computerized weather charts, he told how important reading was to him as he prepared for his profession. He also said it was a good activity for leisure time. On his next broadcast, Mr. Richards talked about the "good weather" at Clarence Cannon School.

Kentucky

Proud of Books

OWENSBORO—The RIF project "has become an integral part of our regular reading program," Karen McIntire reports.

"We have a high percentage of low-income students in our schools," she goes on to say, "and this gives them the opportunity for ownership of books. They are very proud of the books they choose."

Remedial reading students in grades 2–5 have an opportunity to earn extra RIF books, Ms. McIntire reports, and for every five books they read, they get to keep one for themselves. The children who read the most books are awarded prizes. "Many of our remedial students read more than 100 books during the school year," she says.

A student voting for her favorite book at the Holy Spirit School in Newport, Ky. There were five book finalists, including "The Ghost of Departure Point," "Ace Hits the Bigtime," "Superfudge," "Karate Kid" and "Outsiders," Sister Dolores Gohs, RIF coordinator, reports.

Illinois

'Tackle Reading'

CARBONDALE—Football players and cheerleaders from the Carbondale Community High School visited first-graders at Unity Point School to get the youngsters into books. At the first distribution, they talked to the children about "Tackle Reading" and the girls led a cheer that spelled out "RIF—Reading Is Fun."

At the Signal Hill School in Belleville, located near Busch Stadium, home of the St. Louis Cardinals, the theme of the first distribution was "Catch a Good Book." Students were encouraged to dress in red and white, or as a baseball player, and primary students made Cardinal hats which they wore all day, especially after "catching a good book."

'Positive'

NOKOMIS—The director of the RIF project, James J. Rupert, reports that RIF is "one of the most positive programs to motivate students to read that I have had the privilege to work with. Students are excited before, during and after a book distribution."

He adds, "The Nokomis PTO has nothing but praise for this program. Parents continue to be very happy that the PTO is actively funding this worthwhile program."

Pennsylvania

Business Support

CATAWISSA—This is the eighth year for RIF at the G.C. Hartman Elementary School and, backing the program, area businessmen contributed cash and other prizes for those students who participated in "In Celebration of Reading," Penny Fetterman says.

Splendid Report

KANE—After nine years of the RIF program, the Chestnut Street Elementary School has a splendid report. It says that students' attitude toward reading has improved by "a continuing interest in RIF days; a continuing rise in standardized reading test scores; observation from classroom teachers of an increase in students' independent classroom reading; an increase in library circulation; parents' favorable remarks about their child's reading habits at home."

Tall Tale

TIDIOUTE—Tidioute Elementary School held its first RIF program last year. According to RIF Coordinator Ann M. Buerkle, the project enjoys excellent support from the community.

The annual Pennsylvania State Fishing Tournament is here every September and this "provided easy motivation for the students," Ms. Buerkle says. "Each class was read a tall tale entitled 'The Pet Trout' and students were encouraged to write their own stories." They did.

Wormy

SALLADASBURG—Wormy the Bookworm showed up again for his fourth term at the Salladasburg Elementary School—and he just about outdid himself this year.

In 1983, there were 2,300 books read and this was increased to 4,302 in 1984, and 6,443 in 1985. But in 1986, there were 7,387 books read, with 90 per cent of the students participating in the reading.

Each year also brings increased participation by community groups and businesses which, through donations of money and merchandise, make the program possible. RIF here is sponsored by the Salladasburg Elementary School PTO.

At the American Booksellers Association convention in New Orleans, on a float designed for RIF's parade, are (left) Bette Fenton, vice president, B. Dalton Bookseller, RIF president Ruth Graves. Behind is Tomie dePaola, noted writer and illustrator of children's books. — Photograph by Helen Marcus

RIF Attends ABA Convention, Given Irita Van Doren Award

NEW ORLEANS, LA.—RIF was honored at the American Booksellers Association Convention with the Irita Van Doren Award, which recognized "RIF's...contributions to the cause of the book as an instrument of culture in American life."

Ruth Graves, RIF president, accepted the award at the Children's Book & Author Breakfast on Saturday, May 24. The award is given by the ABA, the Publishers Publicity Association and the Publishers Advertising Club.

Also during their convention, the ABA announced the "Give the Gift of Literacy" campaign. The campaign, which will run three years, is designed to raise funds for literacy programs for children and adults. Reading Is Fundamental and the Coalition for Literacy will be beneficiaries the first year. The ABA and the National Association of College Stores are among the organizations supporting the drive.

On Friday afternoon prior to the Award presentation, RIF conducted a special parade and book distribution for inner city children at New Orleans' Kingsley House RIF project.

A grant from B. Dalton Bookseller and contributions of books from publishers attending the ABA enabled RIF to stage "Books on Parade," a mini-parade designed to transport hundreds of books and reading-related entertainment to the Kingsley House children.

Consisting of two floats decorated with giant storybooks and led by a Creole band, the parade marched from the New Orleans Convention Center to the St. Thomas Housing Project, where Kingsley House has operated a community center for almost 100 years.

Atop the floats and tossing books to children along the parade route were noted children's writer and illustrator Tomie dePaola, Bette Fenton, a vice president at B. Dalton Bookseller, former Olympic gymnast Cathy Rigby, "Wee Sing" authors Susan Nipp and Pamela Beall, B.B. Hiller of "The Karate Kid" fame, Ruth Graves, and a crew of characters: superhero Spiderman, Clifford the Big Red Dog, Frank the Unicorn, and a dozen costumed storybook people.

The paraders were greeted at Kingsley House by 300 very excited children, their parents and grandparents. Following a program of entertainment, which included a sing-along, a karate demonstration and drawings by Cartoonists Across America, the youngsters proceeded to book-filled tables where they chose three books each.

Before leaving, each child also received a RIF bag filled with posters, stickers, bookmarks and activity books donated by Scholastic, Inc. and Western Publishing. The program concluded with the presentation of VCR equipment to the Kingsley House program by Karl-Lorimar Home Video.

Another feature of the conference in which RIF participated was a program of workshop sessions on topics of interest to the book community. Before a training workshop on "Literacy Promotion at the Local Level," Mrs. Graves, using examples from RIF programs, detailed ways local bookstores and institutions can encourage children to read.

7 Parent Workshops Held in Spring; More Scheduled for Fall

WASHINGTON, D.C.—Seven "Growing Up Reading" workshops for parents were held this spring around the country, six of them sponsored by Beatrice Companies, Inc., and one by the General Electric Foundation which has supported many in the past two years. The Foundation will sponsor another series in Fall '86.

The workshops were held in Raytown, Mo.; St. Paul, Minn.; New Brunswick, N.J.; Berlin, Vt.; Fort Worth, Tex.; Cleveland, Ohio; and Chicago, Ill.

Speaking at the workshops were authors and nationally recognized authorities on children's reading: Jacque Wuertenberg (Raytown), Emily Crofford (St. Paul), Dr. Spencer Shaw (Chicago), Donald Crews (New Brunswick), Bill Jaspersohn (Berlin), J. California Cooper (Cleveland), and Lee Bennett Hopkins (Fort Worth).

Organizing the workshops at the local level were Marilyn Perry, Michael LaBerge, Jessie Woods, Maurice Williams, Ann Colby Gaines, Jacqueline Avery and Richard Israel, and Charlotte Sherrod.

Reading Celebrated Across Country; Two Winning Youngsters in Capital

Continued from page 1.
is well worth the program's continuance."

In Burlington, Vt. Norma McShane reports that RIF's 20th birthday was celebrated at a party with birthday cakes and balloons. The cooks at the Datamount Learning Center created the cakes and enthusiastic readers in each class blew out the candles after singing happy birthday to RIF.

In Dillingham, Alaska, Melanie Appel writes that youngsters celebrated RIF's 20th birthday with a "storybook, dress-up day," and the students and staff came to school that morning dressed to kill. "It was a big success and lots of fun," Ms. Appel says, adding, "Our students look forward to RIF days and it's encouraging and rewarding to watch their enthusiasm grow with each distribution."

Decorations

At the Flood Middle School in Englewood, Colo., the RIF room was decorated with "our computer print-out book categories (10 inches tall), bright spring flowers and crepe paper," Stephany Austin says. She adds, "We had more than 100 students in our RIF reader contest. We selected top readers (by number of hours) for each grade level and awarded them books—and lunch with their reading teacher."

Helping students celebrate RIF's 20th at the Lakeside Elementary School in Hot Springs, Ark., was Carolyn Long, of KARK-TV's "Eyewitness News," Sue Brunner reports.

A distribution was held for St. John and Plaquemine (La.) Elementary students with members of the Knights of Columbus, Camille Tempanero and Harold Lasserre, on hand. Other contributors to RIF this year included Dow Chemical, Iberville Motors and the Bank Marketing Association—everyone acknowledging RIF's 20th.

Friends of Library

At the Southern Pines (N.C.) Elementary School, the RIF project celebrated RIF's 20th by celebrating its own 10th year in operation. Sponsored by Friends of the Library, Mrs. Harold Scott told of initially collecting $50 to buy books for students. She now collects $1,500 in donations and each of the 570 students at the school chooses three books every year.

At the Cameron (Wisc.) Elementary School, everyone celebrated, but the kindergarten celebration was unique, Sandra Schmandt reports. The theme was built around Charlie Brown and his friends, including Snoopy. "Each child who came in received a RIF 'bone' to trade for a RIF book at Snoopy's house," Ms. Schmandt writes. "There were many indecisive children. Each book they picked up, they wanted to keep. It was difficult to let them have only one book, but each of them finally decided and was happy."

The late Mrs. McNamara founded RIF 20 years ago. Since that time, RIF has brought into American homes 72 million books. In 1985 alone, RIF served two million children who were able to choose—and to keep for themselves—7 million books, at no cost to the youngsters or their families.

Cindy, Chris Appear on NBC's 'Today'

Continued from page 1.
had been drawn by Mrs. George Bush, a RIF board member, during a ceremony earlier in the month at the Smithsonian Institution. When told about his winning the title of RIF Reader of the Year, Chris's mother says he was very pleased, but, a shy young man, he doesn't discuss it very much.

The names of ten runners-up were also drawn. They were Joshua Stasa, age 10, Owosso, Mich.; Robert J. Midiri, 11, Bellport, N.Y.; Eric W. Robinson, 9, West Palm Beach, Fla.; Michelle Beutler, 9, Herald, Calif.; Stacey Goodpasture, 7, Madisonville, La.; Jeremy Spinneweber, 6, Washington, Pa.; Christopher Deegan, 11, Washington, Pa.; Christopher Sweeney, 9, New Windsor, N.Y.; Ellen Baker, 9, Flint, Mich.; Julie Hill, 7, Saginaw, Mich.

Together, Cindy and Chris appeared with Mrs. Bush on NBC's "Today" show.

Winnings

Each child won a $500 U.S. Savings Bond and a collection of books and other prizes. Making donations were Ludington News Co., Inc., H. P. Kopplemann, Inc., B. Dalton Bookseller, Young Writers Contest Foundation, and *Cricket* magazine. The children's schools were each given $250 for book purchases.

Each runner-up received a $100 U.S. Savings Bond, five books donated by Ludington News Co. of Detroit, and a one-year subscription to *Cricket* magazine.

Chris had a meeting with his senator, Thomas Harkin, and Cindy met with Rep. Stewart McKinney, of Connecticut. In addition, the youngsters had a VIP tour of the White House and toured the city of Washington. In all, it was a busy time.

Chris was accompanied by his parents, Mr. and Mrs. Charles Andrews, and the two women in charge of RIF in Council Bluffs, Kathy Springer and Pat Brockman. Cindy arrived in Washington with her grandfather, Michael Thorpe, and her brother, Michael, as well as RIF coordinator in Stamford, Mrs. Pam McCallion.

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Winter 1986-87

Reading Helps Sick Child To Recover

TAPPAN, N.Y.—This year, Patricia Mulcahy was given the Margaret McNamara Award—and with every good reason.

Announcing the award, the PTA said that Ms. Mulcahy was honored for "her continuing commitment and support of a Schaefer School child who is very seriously ill." At the time, the child had encephalitis, had slipped into a coma, and doctors were skeptical that he would recover. In fact, Ms. Mulcahy says, "Doctors said he would need a miracle to survive." She adds, "They underestimated the child's fighting spirit."

In a letter describing what happened, Ms. Mulcahy wrote, "His condition gradually stabilized . . . (but) he was unable to speak and there was no deliberate movement in his limbs . . . There was no indication that he really understood what was going on."

She continues, "One day while I was there, I spotted a book under the bed that he had chosen from RIF when he was in my second-grade class last year. I remembered the book because of the title 'Mean Max'. I remember discussing the book with him. He said, 'Yeah—that's me—'Mean Max.'"

"I took the book and opened to the first page which was a picture of a child hiding behind a garbage can with 'Mean Max' standing in front of it. The picture brought an instant smile to the boy's face. This was his first real reaction after his tragic illness. The nurses gathered around, elated and grateful.

"We called his mother. Her joy grew out of relief as she understood that with this response, he was on the road to recovery."

Recovery has taken a long time. He was

(continued on page 6)

Doubleday Will Publish RIF Reading 'Guide'

WASHINGTON, D.C.—A major book for anyone interested in getting a child into books will be published in April 1987 by Doubleday & Co. Filled with activity ideas suggested by RIF volunteers nationwide, the book is "The RIF Guide to Encouraging Young Readers."

The hardcover edition will cost $16.95; paperback $8.95. The book's editor is Ruth Graves, RIF president.

Doubleday looks forward to an audience of parents, grandparents, teachers "and all others who want to nurture kids' reading—between infancy and age 11," Mrs. Graves said.

RIF is drawing on its 20 years of experience and the hundreds of ideas proposed by RIF volunteers to suggest ways in which busy families can make reading the thing to do in their homes.

The book also suggests more than 200 "books to grow on"—children's books that youngsters all over the country have responded to, and clearly enjoy. The books have been selected by a group of volunteers who work with RIF throughout the nation.

There is also a resource section that offers parents and children the latest news on youngsters' magazines, book clubs and other publications and organizations that promote reading.

Magazine Recommends Volunteering for RIF

NEW YORK, N.Y.—The magazine *Leisure*, in an article entitled "Helping Americans to Read," talked about RIF and recommended volunteering to work for RIF.

At the Sleepy Hollow Country Club in New York during the Waldenbooks benefit for Reading Is Fundamental are (left to right) Ruth Graves, RIF president; tennis' Arthur Ashe; Waldenbooks' Bonnie Predd, vice-president for marketing and advertising, Harry Hoffman, president, William M. Hagemeyer, coordinator for public relations and promotion.

RIF Celebrates 20th Year With Volunteers, Youngsters

WASHINGTON, D.C.—A gala 20th anniversary celebration was held here November 24, with 20 longtime volunteers from around the country, "Sesame Street's" Kermit Love and his companion Snuggle the Bear, members of RIF's board of directors, and almost 400 youngsters—the icing on the cake—having a marvelous time and winding up at a unique RIF book distribution. It was a full day at the Washington Convention Center.

Mrs. George Bush, a member of the RIF board, presented the 20 volunteers with plaques to honor them for their many years of service to RIF.

And two original RIF workers—Kathryn Lumley who, with founder Margaret McNamara, got RIF moving, and Barbara Atkinson, now RIF's director of supplier and organizational relations, who was the first coordinator of RIF's first book distribution—were honored as 20-year veterans.

The 20 volunteers from around the United States, who have served RIF eight to 19 years, included: Dr. Barbara Anthony, Alabama A & M, Normal, Ala.; Therese Bigelow, Hampton Public Library, Hampton, Va.; Carl H. Bloss, Conshohocken Elementary School, Collegeville, Pa.; Jennie Dishman, Charlotte, N.C.; Alice Gerdine, St. Louis, Mo.; Anne Golden, Galesburg, Ill.; Ruth Grams, Whittier, Calif.; Faustina Brown, who represented Loretta Hanes, of Washington, D.C.

Also, Ann Harrison, Fairfax, Va.; Evelyn Krantz, Galveston, Tex.; Karen McIntire, Owensboro Board of Education, Owensboro, Ky.; Rita Mizner, Lowell, Mass.; Joy Muehlenbeck, Saugatuck, Mich.; Beth Pettit, New York City; Mary Easterling Powell, Beaufort, S.C.; Deliz Romero, Santurce, Puerto Rico; Sandy Solbakken, Longview, Wash.; Florence Vaughn, Tyler, Tex.; Harriet Ann Vonk, St. Petersburg, Fla.; Charles Wagner, Peru, Ind.

At a RIF board meeting preceding the festivities, special guest Richard Robinson, president and chairman of Scholastic, Inc., presented Mrs. Elliot Richardson, RIF chairman, and Ruth Graves, president, with a $20,000 donation in honor of RIF's 20th anniversary. (Please see story on the Scholastic contribution on Page 6.)

Also at the board meeting, member James Curvey, of Fidelity Management Research in Boston, was acknowledged for his work in increasing RIF's presence in that city.

Introduced to board members were Margaret Frith, senior vice president and publisher, Putnam Young Readers Group, who published the new RIF book "Once Upon A Time. . . ," and author/artist Tomie dePaola, whose idea the book was. For his outstanding efforts for RIF, Mr. dePaola was presented with the book "American Watercolors," and, as he said, "more important," with a plaque carrying the resolution, passed by the RIF board, citing his dedication "to the same goals as RIF: to inspire children to read."

The resolution concluded by saying, "be it resolved that the directors, officers and staff of Reading Is Fundamental express deepest appreciation for his services to reading, to RIF and to the children it serves."

Longtime RIF board and advisory council members were also paid tribute. They included Loretta Barrett, Leo Beebe, Douglass Cater, Mrs. Henry E. Catto, Mrs. Edward D. Eddy, Samuel B. Ethridge, Julian T. Euell, Charles F. Harris, Kathryn Lumley, Edward J. Meade, Jr., Mrs. Elliot Richardson, Mrs. Charles S. Robb, Dr. Frank A. Rose, Jean Sisco, and Arthur H. White.

They were each presented with a copy of "Once Upon A Time. . . " with a book plate in each, citing their work for RIF, as were Mrs. Atkinson and Shirley Katzander, consultant to RIF on public affairs.

Arthur White, who has served for many years as treasurer of RIF, stepped down from the post due to other commitments. He will remain a member of the board. Mrs. Jean Sisco was elected treasurer.

In the afternoon, in the auditorium of the Convention Center, decorated with masses of balloons and a huge "birthday cake," the youngsters filled all the seats and greeted Kermit Love and his Friend, Snuggle the Bear, with great whoops. Then Kermit Love introduced some other participants—Mrs. Bush, Mrs. Richardson and Mrs. Graves.

Mrs. Bush, welcoming 20 of the almost 100,000 RIF volunteers, talked of their "making RIF a joy and a pleasure throughout the nation." Ruth Graves, counting all the hours the 20 volunteers have given their local projects, said, "They have given, together, more than 270 years of service."

Mrs. Bush presented each volunteer with a plaque honoring the individual, citing each "for many years of outstanding work in bringing the joy of reading to young people."

When Kermit Love and Snuggle finished entertaining the children, who clearly loved them both, the book distribution began. Each child chose two books, leaving one on the "birthday cake" for youngsters in

(continued on page 6)

RIF Exhibit Shown At Metro Life

NEW YORK, N.Y.—The Metropolitan Life Foundation, which is sponsoring "In Celebration of Reading" in 1987, will combine an exhibit of RIF's 1986 winning posters and an "In Celebration" drawing by Charles Schulz, creator of the famous "Peanuts" cartoon.

The over-sized drawing will feature a large empty space with Charlie Brown asking for the viewer's "favorite book," and a pencil attached for writing the title.

The poster exhibit will be held in the Metropolitan Life Gallery in New York City (24 East 24th Street) in January-February 1987.

At the center of the show, which features 51 posters, including the #1 prize winner showing the young artist's mother reading in a bathtub, will be the Schulz drawing, its empty space surrounded by all the Peanuts characters, including Snoopy, of course. Gallery hours are 10 am-3 pm, Monday through Saturday. Admission is free.

Metropolitan Life's employees—all 9,000 of them—will be invited to write the name of their favorite book or the favorite book of their children in the space. The gallery, with employees and visitors, will be a busy spot in January and February 1987.

In 1986, almost 400,000 children entered the poster contest.

Golf, Tennis Tournaments Held for RIF

WASHINGTON, D.C.—The yearly golf and tennis tournament held for Reading Is Fundamental by Waldenbooks brought in $50,000 this year for RIF, and it featured two of the best known sports figures in the United States, golf's Sam Snead and tennis' Arthur Ashe. Host was Harry Hoffman, Waldenbooks president.

Attending were publishing and service supplies executives—115 for golf and 57 for tennis. Also invited were 12 RIF youngsters—six from P.S. 92 in Harlem, six from the Stamford, Conn., RIF project. The tournaments were held at the Sleepy Hollow Country Club at Scarborough-on-Hudson, N.Y.

In one of the day's highlights, Arthur Ashe, a member of RIF's advisory council, held tennis sessions for the youngsters. Sam Snead held a golf clinic for adults.

Of the $50,000, $5,000 was divided between P.S. 92 and the Stamford RIF project to buy books. The remaining $45,000 was placed in a book fund whose interest will be used to help especially hard-pressed projects.

"Once again, the book industry has demonstrated strong support of children's reading and of RIF," Ruth Graves, RIF president, remarked. "We extend our warmest thanks to Arthur Ashe, to Sam Snead, and especially to Harry Hoffman and Waldenbooks for making this day possible."

Experts Set To Judge 2d Poster Contest

WASHINGTON, D.C.—The second Reading Is Fundamental poster contest, once again sponsored by Hallmark Cards, Inc., will be held with its winner a featured guest in the Reading Is Fun Week festivities here April 19-25.

Last year, almost 400,000 youngsters competed and seven-year-old Cindy Bergman, of Stamford, Conn., won first place with a painting of her mother reading in the bathtub, "my mother's favorite place to read."

The contest is open to every child involved in a RIF program, and the winning poster from every site will be sent to RIF's Washington headquarters, where an expert panel of judges will choose about 40 finalists. From these, the national winner and eight runners-up will be chosen. Author/artist Tomie dePaola will again be a judge.

"Once Upon..." Wins Top Notch Notice By Reviewers

NEW YORK, N.Y.—Reaction to "Once Upon A Time...", published by G.P. Putnam's Sons, with all profits on the book going to RIF, has been very good, Mrs. Elliot Richardson, RIF chairman, reports.

Typical is the review in *The Washington Post's* Book World which said, "What a showcase of talent! ... Not only a wonderful sampler, this book—sparked by the enthusiasm of Tomie dePaola and Margaret Frith—also benefits an equally wonderful case: the Reading Is Fundamental program, which receives all the profits."

The book was initially the idea of author/artist Tomie dePaola. Margaret Frith is publisher of The Putnam Young Readers Group.

In the Life section of *USA Today*, an item read, "STORYBOOK ENDING: Once Upon A Time... children's authors, artists, publishers, and booksellers published a book to celebrate Reading Is Fundamental's 20th birthday. Tomie dePaola came up with the idea for the anthology, whose 29 contributors include Dr. Seuss, Beverly Cleary and Judy Blume. The book, due this month (Putnam, $14.95 hardcover/$6.95 paperback), benefits RIF."

The New York Times, in its book review section, said of the book that "a distinguished group of authors ... and illustrators ... have contributed short essays and original art to a delightful contemplative volume about reading."

Great Support

Waldenbooks contributed to RIF 50 cents for every book sold in the first two weeks in December and featured "Once Upon A Time..." in its juvenile sections during this period.

Apart from Putnam, contributions to the book include free advertising in *Horn Book, Booklist, Ingram Trade Advance, Publishers Weekly, Forecast, American Bookseller*, advertising insert of American Booksellers Association in *The New Yorker;* preparation of the advertisement by Denhard & Stewart; free space in the Christmas catalogs of Dalton, Boston University Bookstore and Gordon's.

"We are delighted, not only with the splendid book itself, but also with the tremendous support we have received from the entire book industry," Mrs. Richardson said.

The suppliers who contributed to "Once Upon A Time..." include: Aracata Graphics, Jellybean Photographic Labs, Fisher Composition, Inc., Federated Lithographers-Printers, Jeanyee Wong (calligraphy), Expertype, Inc., Willmann Paper Company, Inc., Dilys Evans Fine Illustration, Offset Printing Van Den Bossche, Worzalla Publishing, Scranton Label, Inc.

New Clorox Campaign Will Promote RIF Reading 'Guide', Raise Funds

WASHINGTON, D.C.—Clorox is launching an important new campaign—one that urges readers of its advertising to help their children read, one that can promote the sale of RIF's upcoming new book, "The RIF Guide to Encouraging Young Readers," to be published in the Spring by Doubleday, and one that can raise $60,000 for RIF.

From late March through April 1987, in grocery stores across the nation, the promotion will feature the offer of the "RIF Guide" with free children's books for each order. On April 5, the campaign will be highlighted with millions of two-page advertisements in the form of free-standing inserts that will run in the Sunday newspapers. The ads will include cents-off coupons on three Clorox products. For each redemption that customers make at their local food stores, RIF is to receive 10 cents—up to a total of $60,000.

"This is a campaign that can aid parents as well as Reading Is Fundamental," Mrs. Elliot Richardson, RIF chairman, said. "We think that our forthcoming 'RIF Guide' is especially helpful to families, and coupling it with children's books makes it even more so. We are grateful to Clorox for promoting the 'RIF Guide' and for supporting our efforts to encourage reading by bringing books and children together."

Clorox ran its first advertisement for RIF last year and that brought in $30,000.

Gregg Sakoda, Clorox official, commenting on the promotion with RIF, said, "We are very excited to be associated with Reading Is Fundamental for the second straight year. We believe that reading is a key issue facing us today, and we are pleased to help RIF in its efforts to encourage children to read.

"Our experience last year was very positive, and we believe these results underscore the importance of reading. We are very happy to support RIF and its worthwhile program in 1987."

The ad spells out the following: For every purchase made with a redeemed coupon (which gives a 25-cent reduction for each of three Clorox laundry products), 10 cents will be allotted to RIF. In addition, a buyer may decide to purchase "The RIF Guide to Encouraging Young Readers" by sending to Clorox $8.95. With the "Guide" purchase, plus one Clorox purchase (proof of purchase must accompany the order), the buyer may choose a free children's book. If an individual buys two different Clorox products, plus the RIF "Guide" for $8.95, the buyer may choose two free books.

There is a wide choice of free books, covering ages up to 5, ages 5-7, ages 8-10, ages 11-15. The advertisement says, 'The RIF Guide to Encouraging Young Readers' is a treasury of activities and ideas to interest kids in books and reading. This book is designed for parents, grandparents, teachers and all others concerned with developing a child's interest in reading."

The free books from which to choose are classics, including "The Real Mother Goose" and "Favorite Nursery Rhymes"; "Favorite Nursery Classics," "Favorite Bedtime Stories," "Favorite All-Time Classics"; "Paul Bunyan" and "Rip Van Winkle"; "The Adventures of Tom Sawyer," "Robinson Crusoe," "Black Beauty" and "Treasure Island."

Volunteers Meet

WASHINGTON, D.C.—On the morning after the November 24 RIF anniversary celebration, the 20 volunteers who came to Washington to participate, and to be recognized for their long years of service for RIF, met to share ideas among themselves and with RIF staff members.

The volunteers discussed many subjects, including the drawing of parents into the projects, successful fund raising techniques, obtaining publicity for their efforts, and communication between projects and the national headquarters. The meeting produced numerous suggestions based on the volunteers' long experience with RIF that will be useful to RIF in serving its projects nationwide.

Dell Program To Contribute Funds to RIF

NEW YORK, N.Y.—Dell Publishing Company is sponsoring a yearlong program which will contribute a part of its sales to Reading Is Fundamental. The program was announced by Sherri Zolt, manager of sales and services at Dell's Books for Young Readers, during a RIF Ad Hoc meeting in October.

Starting next May, Dell will publish, monthly, two to three child-care books, some of them reissues, some of them new titles. The program will run over a six-month period, but the campaign for RIF will run the entire year, May 1, 1987-April 30, 1988.

In that time, Dell will contribute 5 cents to RIF for every title in the child-care series that is ordered from Dell. The titles are: "Silent Nights for You and Your Baby," by Jane Asher; "Best Bets for Babies," by Brooke McKany Beebe; "Tips for Toddlers," also by Ms. Beebe; "For Reading Out Loud," by Margaret Mary Kimmel and Elizabeth Segel.

Also, "The Parents' Going Away Planner," by Janet Gardner and Evelyn Kaye; "Breastfeeding ... A Heartstart," by Ilene S. Rice; "500 Questions New Parents Ask," edited by Craig T. Norback; "Making Children Mind Without Losing Yours," by Dr. Kevin Leman; "The Safe Child," by Sherryll Kerns Kraizer; "Feed Your Kids Right," by Lendon Smith, M.S.

Dell will be creating promotion and publicity materials for the program.

"We applaud Dell for this imaginative partnership with RIF, which will provide important support for our work with children," Ruth Graves, RIF president, said.

RIF Beginner Now Starting Own Project

NEW YORK, N.Y.—Mark Fowler is a young man of 22. When he was a very young man, in the third grade at P.S. 92, he was involved in the RIF program at the school, a RIF program run by Beth Pettit whom he describes as "a wonderful woman."

Ms. Pettit had taught Mark in the second grade and he came to know her as a teacher, and more. He came to know her as "the lady who brought RIF to the school."

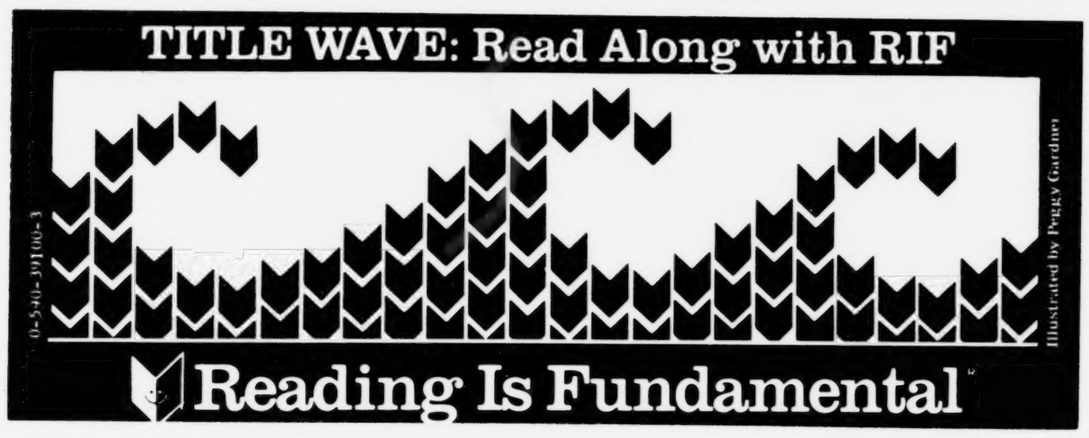
Today, Mark Fowler is working at the Rheedlen Foundation which concentrates on truancy prevention, working with hundreds of children in Harlem and the Upper West Side of Manhattan. The children, between six and 12 years old, are referred to the Foundation by public schools.

And Mr. Fowler is sure he knows how to reinforce the program that will prevent truancy. "Start a RIF program," he says, and that is precisely what he is working on now. "We hope to get it going very soon, and I know it will help our basic program at Rheedlen."

Rheedlen operates at six locations.

Mr. Fowler was engaged in RIF from the third grade to the sixth. He then went to St. Luke's for 7th and 8th grades, and to Calhoun, a private school, for high school. He was graduated from Duke University, with a degree in English, and shortly, he expects to get his master's in fine arts and arts administration at Columbia.

'Title Wave' Bookmark for Birthday



WASHINGTON, D.C.—The more than two million youngsters served by RIF celebrated RIF's 20th anniversary on November 24 by participating in a "Title Wave," a flood of titles of books and stories that they read for fun that day.

By reading silently for 20 minutes—one minute for each year since RIF was founded in 1966—"youngsters all across the country marked RIF's goal of helping young people discover the fun and importance of reading," Ruth Graves, RIF president, said.

Scholastic, Inc., contributed bookmarks, printed with "TITLE WAVE: Read Along with RIF," with the words riding a white sea. Each project received 100 bookmarks.

RIF's 20th Anniversary Celebration in Washington . . .

Posed for a picture are the 20 long-serving volunteers who came to Washington, D.C., for the 20th anniversary observation. In the back row (l. to r.) are Faustina Brown, sitting in for Loretta Hanes, Washington, D.C.; Evelyn Krantz, Galveston, Tex.; Jennie Dishman, Charlotte, N.C.; Mary Easterling Powell, Beaufort, S.C.; Anne Golden, Galesburg, Ill.; Charles Wagner, Peru, Ind.; Dr. Barbara Anthony, Normal, Ala.; Beth Pettit, New York City; Carl H. Bloss, Collegeville, Pa.; Therese Bigelow, Hampton, Va.; Rita Mizner, Lowell, Mass.; Ann Harrison, Fairfax, Va. In the front row (l. to r.) are Deliz Romero, Santurce, Puerto Rico; Florence Vaughn, Tyler, Tex.; Sandy Solbakken, Longview, Wash.; Alice Gerdine, St. Louis, Mo.; Harriet Ann Vonk, St. Petersburg, Fla.; Karen McIntire, Owensboro, Ky.; Joy Muehlenbeck, Saugatuck, Mich.; Ruth Grams, Whittier, Calif.

Outside the distribution room, a great many Snuggles awaited their new owners, winsomely posed in white paper totebags.

Tomie dePaola, author/artist, who is responsible for the Putnam book, "Once Upon A Time. . . ", having come up with the idea of getting the 29 authors and artists to contribute their work to the book, holds the framed resolution, passed by the board, acclaiming him for his outstanding work for RIF.

During a break in the RIF board meeting, James Curvey (left), of Fidelity Management Research, who has a large RIF project underway in Boston, talks with Arthur White, of The Daniel Yankelovich Group, Inc., who has been RIF treasurer for many years. Mr. White is resigning that post and Jean Sisco, another board member, will carry it on.

Barbara Atkinson (left), who has worked for RIF from the very beginning, and Kathryn Lumley, RIF organizer and board member from the very beginning, flank Mrs. Bush as the two receive plaques honoring their fine work over 20 years.

Photos by Rick Reinhard

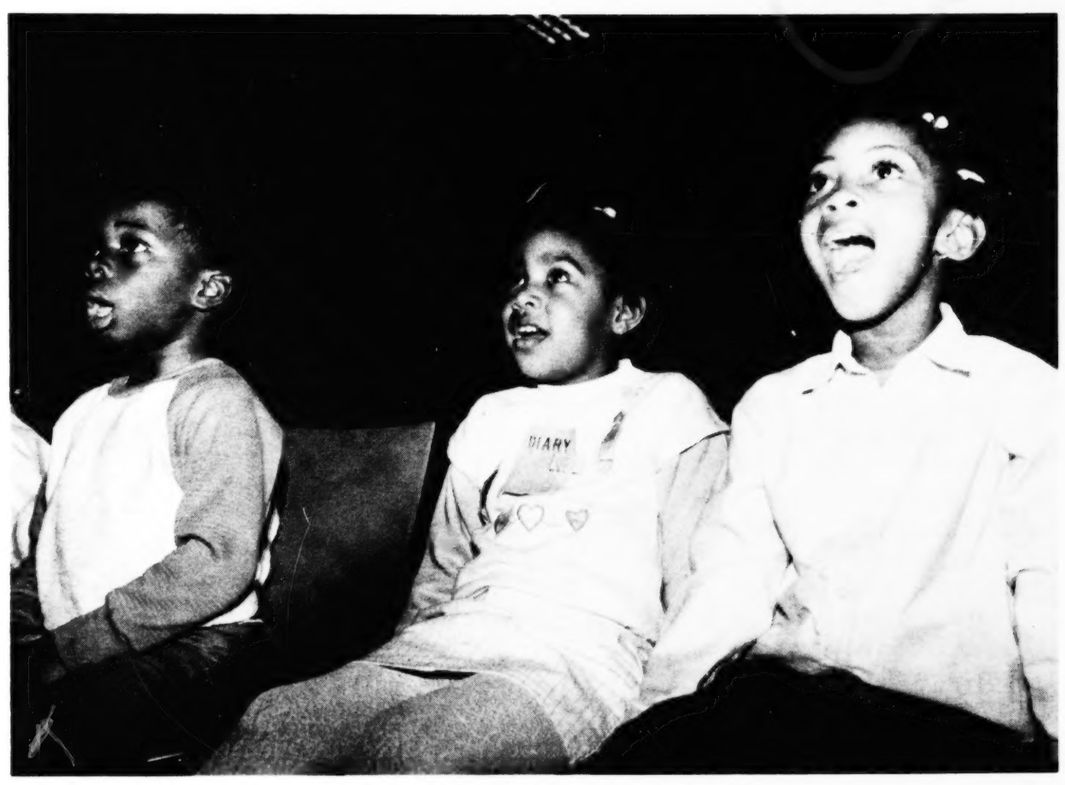
RIF's Celebration in Washington . . .

At the Reading Is Fundamental 20th anniversary board meeting in Washington, D.C., one of the prime events was Richard Robinson, president and chairman of the board of Scholastic, Inc., presenting Mrs. Elliot Richardson (left), RIF chairman, and Mrs. Ruth Graves, RIF president, a contribution to RIF—a check for $20,000. In 1987, 3 cents on the sale of every book in the 17-book series of "Clifford the Big Red Dog" will go to RIF.

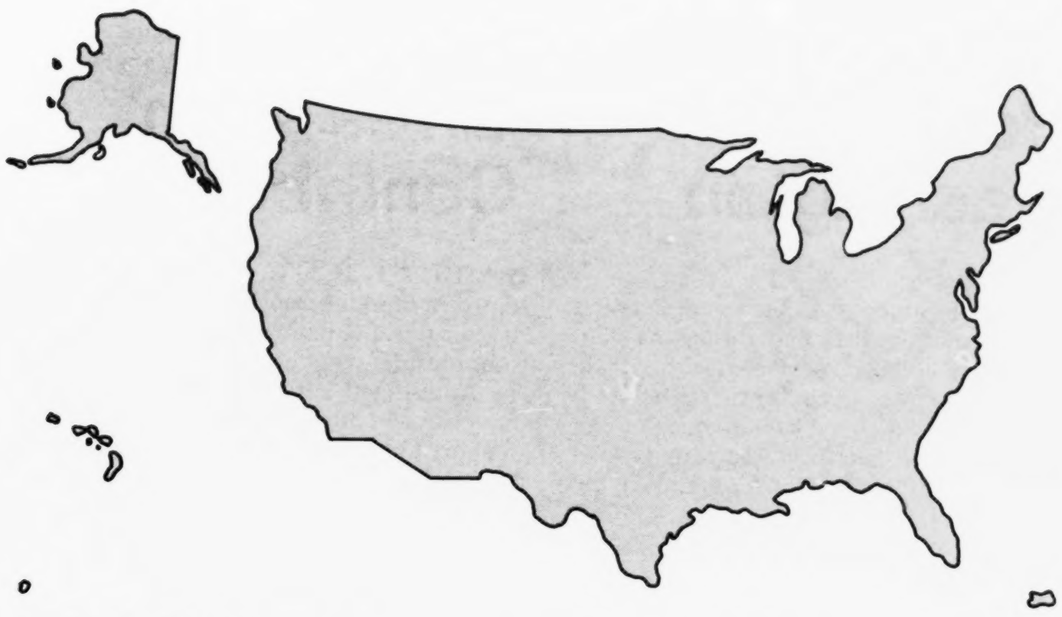
A RIF staffer at the distribution, Mindy Shapiro, wore her favorite costume and held up just two of the books the youngsters could choose.

As Snuggle the Bear looks on, Kermit Love greets "Mary Poppins" and "Peter Pan" (RIF staffers Mary Chor and Dewan Vines) whom the children found fascinating—and real.

Lynda Robb (left), one of the longest-serving RIF board members, talks over a book, "Prehistoric Animals," with a youngster who is making up his mind.



The youngsters at the anniversary distribution kind of liked what they saw—Kermit Love and Snuggle the Bear. In fact, they obviously loved *what they saw.*



RIF Across the Country

ALABAMA, Enterprise—Vernetta De Ramus, of the Kappa Pi Omega chapter of Kappa Alpha Kappa, writes that continuation of RIF here "will assure the decrease in illiteracy in the area, and a populace that will develop a love for books and reading." The positive impact of RIF is seen in children's increased use of the library, the testing scores that have risen, and "the enthusiam seen in the schools," she writes . . . **COLORADO, Canon City**—Debbie Baccarella, second-grade teacher in the Penrose School here, said, as children in her class chose their RIF books, "The children love to choose something of their very own." **La Junta**—Some of the good results of the RIF program at Colorado Boys Ranch were recently described by Kathy Berling, a reading and math teacher, as follows:• Increased scores—reading achievement• Increased interest in reading evidenced by better library circulation• Increased attention to available magazines and newspapers• Frequent "inquisitions" regarding next RIF distribution• Sharing and trading books among other youth• Consistent support and encouragement from the Education Department of Colorado Boys Ranch and other CBR personnel . . . **CONNECTICUT, Hartford**—The "most recognized person in our school system is the 'RIF Lady,'" A. Marie Goff, coordinator of Hartford RIF, reports. And small wonder, she adds, because surveys of teachers, students, parents and administrative staff "overwhelmingly show that RIF does make a difference." Students are now becoming "knowledgeable readers," asking for books by author, title, subject. And above all, she says, test scores "over the past five years have been on an upswing." **Lisbon**—For the past few years, Lisbon Central School has held a RIF fair for the entire school, ranging from Kindergarten through eighth grade. This year, the school added a parade of storybook characters. Those who joined the parade—and it was voluntary—were awarded a prize donated by a local McDonald's restaurant. **Milford**—After eight years in the RIF program, there "continues to be tremendous enthusiasm by all people involved." Proof of our enthusiasm, Nancy Vollano writes, is that "those participating make every effort to be present in the school. Also, be aware that library usage remains high because of programs like RIF, which encourages our young people to read for pleasure." . . . **DISTRICT OF COLUMBIA**—A report from Rita J. Moy, of the Chinatown Service Center, tells that distribution of RIF books for the children to read at home has "influenced the parents, whose native language is not English, to attend weekly adult English classes sponsored by the Chinese Community Church." In addition, Ms. Moy reports that the RIF books serve as a teaching resource in learning and understanding English and in discovering the culture and life style of Western civilization. The children are immigrants from China, Taiwan and Hong Kong. A majority of the youngsters have lived fewer than two years in the U.S . . . **INDIANA, Michigan City**—*The News-Dispatch*, reporting on the RIF project sponsored by the American Association of University Women, quotes Dale Ferraro, the principal of Niemann School, who said, "The RIF program has no strings attached. Its only purpose is to put a book into the hands of the child. At school, we use books differently because our purpose is to teach skills. But the RIF clown and volunteers enthusiastically hand out books that just give joy to the children. RIF really brings us back to the reality of what books are for—the pleasure of reading. The kids love it." **Peru**—A collection of activities and awards from the RIF project at the Peru Public Library this past summer included the following: free french fries; certificates at Peru McDonald's; a free dine-in pizza at Peru's Noble Roman's; a visit from the Noble Roman's pizza monster; a puppet show; films on Wednesday; a white ribbon for anyone who read 10 or more books from the library; a red ribbon for the reader of 20 or more books; a blue ribbon for the reader of 30 or more books; a special grand-prize blue ribbon for the reader of 100 or more books; a certificate for anyone reading 10 or more books during the summer reading program; balloons from the Peru Public Library during circus week. **Indianapolis**—The Read-a-Rama program sailed through the state this past summer, traveling with Readmore, the green and blue polka-dotted "cat," one of the greatest reading enthusiasts of the state, Robert Schweitzer, in the State Department of Education reports. Read-a-Rama, which is a RIF project headquartered in Indianapolis and serving rural areas and small towns across the state, traveled by van with Readmore and a great stack of books. The program is run by the Division of Reading Effectiveness in the State Education Department, and has been highly successful since its beginning in 1973 . . . **IOWA, Albia**—The Grant PTA reports that RIF "completed another successful year, and we continue to see an increased interest in reading." During 1985-86, RIF here again found motivation in National RIF Week and "In Celebration of Reading" tie-ins. For the latter, "we increased the percentage of participation as children became more aware of the program's procedures. Excellent motivation for student commitment to recreational reading was provided through Pizza Hut's 'Book-It' program as well," Barbara Mosley reports. **Center Point**—William J. Moore, of the Center Point Consolidated School District, calls RIF results "milestones," and they include: 1) parent appreciation of RIF; 2) an increase in student reading outside of class and a more positive attitude about reading; 3) time at schools to celebrate reading; 4) pride in ownership of books by students; 5) sharing of books by students; 6) student home libraries. **Epworth**—The theme for youngsters here was set by stories about giants, and as a result, the distribution was entitled "We Love Books in a Giant Way." The children made giant bookmarks to emphasize the theme. **Fredericksburg**—The best months for RIF here are February and March, and RIF is a program that "has helped revive student interest in reading," Christine Hagedorn, of the Chickasaw Challengers, reports. Teachers, she says, have commented that the RIF program "helps to supplement their classroom work with the reading material available to the students" . . . . **MINNESOTA, Wyoming**—With RIF in operation, "there has been a marked increase in the number of 'good' books chosen by students during a distribution," Barbara J. Brooks, of the Linwood Parent Teacher Club, reports. In fact, Ms. Brooks adds, there is a "maturity of taste" growing in the students as a whole . . . **MISSISSIPPI**—There are 12 RIF programs in the state of Mississippi and the communities they serve range from the soybean farming community of **Falkner** to the state capital of **Jackson.** Seven of these programs are funded and operated by Junior Auxiliaries. **Brookhaven**—Joan K. Pace, RIF representative in the Junior Auxiliary here, says that more than 150 hours of independent reading were counted in the four country schools during Reading Is Fun Week. "This example, along with the demonstration of excitement and enthusiasm at each distribution, indicates the worthiness of this program," Mrs. Pace says. **Corinth**—The fund-raising event put on by the Junior Auxiliary here is the annual Charity Ball, with proceeds supporting all of the Auxiliary projects, Hilda Le Goff reports. The evening includes a silent auction and an awards ceremony honoring an outstanding citizen.

At a summer recreation and tutoring center, in Houston, Tex., RIF is sponsored by the Alpha Kappa Omega chapter of the Alpha Kappa Alpha Sorority. Here, two young women are choosing books.

. . . **NEW JERSEY, Trenton**—The project sponsored by *The Trenton Times* is off to a good start with a "Wizard of Oz" day and visit to the *Times'* offices. A storyteller, Gwendolyn Jones, a professor at Trenton State, is a popular teller of tales for the *Times*. Susan Kelly, of the Mercer County Special Services School District, successfully involved students in the planning and implementing of the first distribution . . . **NORTH CAROLINA, Carrboro**—RIF volunteers at the Carrboro Elementary School were honored with a reception and given certificates of appreciation. The volunteers are Walter Trott and Wesley Wallace, and a youngster named Teresa Chae cut the cake at the ceremonies. **Crumpler**—Cynthia Young, of Healing Springs School, reports that author Richard Cooper visited the school for a day when he talked with the youngsters and drew for them, illustrating the characters in his books. Each group of students talked with Mr. Cooper, and then went off to choose their RIF books. **Eden**—"I think RIF makes a big difference to the children's summers," Linda Denise Wright, of the Drop-In Library in Rockingham County, writes. "I feel the children really enjoy the RIF distributions. They are always asking for certain titles and want to know when I am coming back with some more books. The children also are good at taking care of these books and sharing them with their friends." **Statesville**—"This was a very successful year and a very valuable program to this community," Maureen K. Smith, of the American Association of University Women, reports on the RIF project at the Monticello school of the Iredell County Schools. She said that teachers reported more free time in the classroom spent in reading, and, she adds, it is obvious that the youngsters place great value on "their own" books. RIF has received excellent support from the school, and the teachers and principal "gave us immediate feedback, all of which was positive. Of course, the most positive feedback was the enthusiasm of the children whenever the 'RIF ladies' were coming." . . . **PUERTO RICO, Carolina**—Mayor José E. Aponte de la Torre, of Carolina, in a letter to RIF, said, "The RIF program has greatly contributed to the intellectual development of our students by improving their habit, love and interest in learning and reading skills. We are so pleased to have reports of reading level's improvements from our parents and teachers due to the children's RIF experience. Thanking you in advance for your contribution to the cultural development of our community." . . . **RHODE ISLAND, Barrington**—There is evidence at the Middle School of the enthusiasm for RIF, Joan Johnson of the Barrington School Volunteers, tells us. "First," she says, "the enthusiasm seems to increase as the year proceeds. The only complaint we ever receive is that there aren't enough distributions. Finally, our librarian reports requests for books that were seen at the RIF distributions—a good sign that our choices are popular." She adds that RIF has had a strong influence in moving children from television to books. "If they feel like experiencing an exciting adventure or a chilling ghost story, solving a puzzling mystery, or learning about a particular subject, they don't have to wait for it to come to them via the airwaves. They can pick up a book and enjoy it when and where they wish." **Narragansett**—The Narragansett Elementary School was one of 210 schools in the United States to be chosen as one of the top schools by the U.S. Department of Education, Judith Aiello reports. "We feel that our RIF program helped to contribute to this honor." . . . **SOUTH CAROLINA, Columbia**—Sylvia L. Parks, reporting for Richland County School District #1, says, "The RIF program has helped our students develop an appreciation for literature and a love for leisure time reading." She says that teachers at the Gadsden Elementary School enjoy the RIF program as the youngsters do, with many students sharing their books by reading them to the class. One teacher said, "It is a wonderful thing to see my students come to the room from a RIF activity and see them reading and sharing their books. It is a precious sight. These books are very important to their academic growth and they should never be taken for granted." At J.P. Thomas School, a teacher said, "RIF has extended my students' vocabulary and understanding." **Landrum**—"We *know* this RIF program is making a difference at our school," Evelyn Hyder, writing about the O.P. Earle Elementary School, reports. "Reading scores have improved in the past few years on standardized testing. Also, the public library has been enlarged recently, due to, we feel, our children reading more. The children love their RIF books and are excited about receiving them each time." . . . **SOUTH DAKOTA, Ramona**—The first RIF distribution, called "Western Day," had three parents, with children in the Ramona school, dressed in Western garb and rounding up the "little dogies" for the trip to the RIF room. Some classes sang "Home on the Range" and the "little dogies" were very excited about the opportunity to choose a book they wanted. They can't wait for the next distribution, according to Diane Spilde . . . **TENNESSEE, Memphis**—There are 150 schools in Memphis and most are sponsored by a local business or organization in the Adopt-a-School program, which was started in 1978 to avoid going to the taxpayers for more money and to get the community into the schools. As part of its support for the schools, the program often provides money for RIF. The Hawkins Mills School RIF project, for example, receives support from the school's sponsor, the Bluff City Pharmaceutical Auxiliary, with supplemental funds coming from the Service Merchants Jewelry Store. The Tennessee National Guard, Adopt-a-School sponsor of the Fairly Elementary School, provides additional funds for the school's PTA-sponsored RIF project, which has been operating for eight years. A RIF project at

(continued on next page)

RIF Across...

(continued from page 5)

the La Rose Elementary School, sponsored by the Christ United Methodist Church, receives support not only from the United Methodist Women but also from two Adopt-a-School sponsors, Guardian and the First Baptist Church. **Mountain City**—John D. Payne, superintendent of the Department of Education here, passed along the findings on RIF, specifically the effect it has. That includes increased school library circulation, increased use of the public library by the children, excitement of the youngsters on RIF distribution day, book trading that goes on after RIF day. **Nashville**—RIF volunteers here include parents, teachers and other citizens who all receive an organized training session at the beginning of the year. Volunteers say they receive "instant gratification" working with the RIF program, according to Georgette Chapman. The Nashville Junior Woman's League makes an annual contribution. . . . **TEXAS, Austin**—Parent interest in the program here is very high, Arvinell McClaren, of the Austin Community Education Advisory Council, reports, citing the instance when a "father gave up his day off as a backhoe operator to volunteer at a RIF distribution because his volunteer wife and his child had told him about how much the children love RIF. She adds, "A state education researcher observed RIF as being one of the best examples of parental involvement in the educational process in Texas." **Brownwood**—Ruth Wheelis has been honored by the City Council of Parent Teacher Associations for her work in directing RIF since 1979. Mrs. Wheelis learned of the program while attending a school board convention and, on returning to Brownwood, found a RIF sponsor—the City Council of PTAs. . . . **Laredo**—Mayor Aldo Tatangelo issued a proclamation for RIF Week this year and came to the Laredo I.S.D.'s distribution to present honor certificates. RIF coordinator Fernando Cruz also arranged for Gaby Gonzales, world bantam-weight boxing champion whose hometown is Laredo, to speak at another distribution and to autograph books. Meanwhile, Rafael Guerra, of the Texas Migrant Council, is still recovering from the highly successful Little Olympics put on last year at McAllen Stadium. At that time, a RIF Week proclamation was issued by Mayor Tatangelo, and 700 migrant children from 11 schools were bused to the stadium. The mayor spoke to the youngsters, there were sports competitions with a variety of trophies awarded the winners, and a huge balloon release. After the balloons went up, the youngsters were driven back to their individual schools for book distributions. **San Antonio**—At a meeting of participants in five schools that feature RIF here, raising funds was discussed. Southside I.S.D. receives the local share from the district's budget, but must raise at least $300 per year in extra local funds to serve all 1,200 children at the school. There is usually a carnival where the $300 is raised, but what is recalled is the year that $969 was raised on a raffle of two Cabbage Patch dolls. Raffle tickets cost 25 cents, and they were obviously very popular. The Ed White Middle School PTA raises funds for RIF with candy, fruitcake and magazine subscription sales as well as local art shows. East Central (Sinclair Elementary) had great success selling windbreakers and jogging shorts carrying the school logo . . . **VERMONT, Morrisville**—Organized by the Morrisville Woman's Club, the RIF project is financially supported by the American Legion Post #33 as well as the Morrisville Firemen, Veterans of Foreign Wars Post 9653, and the Veterans of Foreign Wars Auxiliary. More than 1,400 books were chosen by the youngsters in grades K-6. At the last distribution of the term this past spring, a book exchange was begun, with students bringing in books from home. For every book offered in exchange, the student received a ticket which could be redeemed for a used book of choice. More than 300 books exchanged hands, and the idea went so well that the exchange may become a part of every RIF Day. Obviously, Vermont students are reading, and learning. A fourth-grade class submitted a letter to its teacher which read, "Thanks for the RIF books. They are awesome!" A pretty awesome word for the fourth graders. . . . **VIRGINIA, Richmond**—There was no federal money available; all of it had been allotted. Nonetheless, Laura Siff and Ann Silverstein, teachers with the Hospital Education Program who had read articles about RIF, thought the RIF idea would work well in the pediatric wards of the MCV Hospitals. Laura Siff thought of a way to get money and, as a member of the Gamma Gamma chapter of Delta Kappa Gamma, a national education society, won support from the group. With $200, there have been a good many books—thanks to local bookstore discounts and the energies of Ms. Siff and Ms. Silverstein.

In Princeton, Minn., more than 60 volunteers helped distribute 4,500 books to Kindergarten-6th grade students in the past year, and above, there are some of the parent volunteers with the youngsters.

RIF Gala Held in Washington

(continued from page 1)

needy RIF projects. As the youngsters left the distribution, they had yet another surprise. Each child was presented with a small, white paper totebag, and sitting in it, greeting them was their very own Snuggle.

Both Mrs. Richardson and Mrs. Graves agreed that they looked forward to "the next decade, and decades beyond," for RIF.

Reading Helps Sick Child

(continued from page 1)

able finally to walk, to catch and throw a ball, to respond to questions by gestures because he could not speak. He is now at last speaking, and, Ms. Mulcahy says, "It will again be his 'fighting spirit' that will bring him through."

She concludes, "I've learned that the power of a little book, chosen by a child himself, can make a difference in that child's life."

Writing a thank-you note to RIF and congratulating RIF on its 20th anniversary, Ms. Mulcahy said, "I'm sure that you are not always aware of the far reaching effects your program has for children."

Writing about Ms. Mulcahy, Edith Marcus, then of the PTA-sponsored project, said that Ms. Mulcahy went to the hospital daily, "even when doctors told her it did not matter."

Scholastic Gives '20th' Contribution

WASHINGTON, D.C.—On November 24, the day marking the 20th anniversary of Reading Is Fundamental, Richard Robinson, president and chairman of Scholastic, Inc., presented RIF with a $20,000 contribution—an "advance" toward additional support for RIF.

Scholastic, Inc. is donating three cents on copies sold of its series "Clifford the Big Red Dog." The series—17 books in all—is a children's favorite, written by Norman Bridwell.

On October 1, 1987, Scholastic will, Mr. Robinson said, "follow up with another contribution based on 'Clifford' sales."

Speaking of the organization's support of RIF's goals, which goes back to his late father, Maurice R. (Robby) Robinson, Richard Robinson said that he had "inherited" his father's enthusiasm for RIF, and expected both RIF and his enthusiasm to continue growing.

In 1987, Scholastic will support RIF in yet another way. It will adopt two local RIF projects for a distribution each, and it will assign to those projects Scholastic staff to help in fund raising, motivational activities and public relations.

In a joint statement thanking Scholastic, Mrs. Richardson and Mrs. Graves spoke of Scholastic's "past, present and future generosity, an organization that saw a very bright future for RIF, and still does."

Publishers Who Helped Celebrate

Reading Is Fundamental is grateful to the following publishers and distributors who donated books and services for RIF's 20th Anniversary on November 24:

Academic Therapy Publications, Inc.
Adams News Co., Inc.
ARA Services (Los Angeles)
ARA Services (San Diego)
Archie Comic Publications, Inc.
Bantam Books, Inc.
Bookmen, Inc.
California School Book Fairs
Chico News Agency
Children's Press
Cypress Publishing Corp.
Dell Publishing Company, Inc.
Ediciones Interamericanas
Editorial Cordillera, Inc.
Educational Development Corp.
Blaine Ethridge Books
Farrar, Straus & Giroux Inc.
Globe Book Company
Hagerstown News Distributors
Herald Press
Highlights for Children
Houghton Mifflin Company
Indiana Periodical Dist., Inc.
Interstate Periodical Distributors
Lectorum Publications
Michiana News Service, Inc.
Montana Council for Indian Education
National Geographic Society
New American Library
New Day Press
The Perfection Form Company
The Place in The Woods
The Pop Corner
Powell's Books
Rainier News Inc.
Random House, Inc.
S & L Sales Company
Scholastic Inc.
Simon & Schuster, Inc.
Story House Corporation
Troll Associates
University of Nebraska Press
Valley News Company
Viking Penguin, Inc.
Young People Today

Schedule Set for 1987 Parent Workshops

WASHINGTON, D.C.—The first of seven new RIF "Growing Up Reading" workshops, scheduled for parents in late 1986 and 1987, has been held in Somersworth, N.H., sponsored by the General Electric Foundation.

The Foundation is sponsoring five others, and yet another, in Hartford, Conn., scheduled for March 20, will be presented through Jobs for Connecticut's Future.

The balance of the Foundation workshops will be held in Boston (March 26); Poway, Calif. (April 7); Lansing, Mich. (April 30); Chattanooga, Tenn. (May 7); and Holmen, Wisc.

The New Hampshire workshop attracted 135 parents. Guest speaker was Rosemary Nesbitt, Distinguished Teaching Professor of Theatre at the State University of New York at Oswego.

Parents participated in discussion groups led by community experts on reading, received brochures on reading, and chose free children's books, donated by Troll Associates, Scholastic, Inc., and National Geographic Society.

Dennis Harrington, principal of Maple Wood School and RIF coordinator for the Somersworth Public Schools, organized the event.

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